

WMC

ORDER

Flight Dates 10/03/12-10/16/12

Contract / Revision 830681 /

Original Date / Revision
10/01/12 10/02/12

Advertiser Issue Advertising

Agency Innovative Advertising.

Buying Contact Heidi Guerra

4250 Hwy. 22, Ste. #7
Mandeville, LA 70471

Product

MS SUPREME COURT DISTRICT 3

Agency Com 15%

Billing Contact

4250 Hwy. 22, Ste. #7
Mandeville, LA 70471

Sales Office WMC

Sales Region Local

Agency Ref

Order Sep 00:30:00

Estimate # 991

Alt Order #

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 4

Advertiser Ref

Primary Account Executive
House House

Account Executive	Order%	Start Date	End Date
House House	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
WBUY	%	
WHBQ	%	
WKNO	%	
WLMT	%	
WMAV	%	
WMCT	%	
WMCW	%	
WPTY	%	
WPXX	%	
WREG	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	100	\$31,152.50	\$36,650.00	451.20	10/01/12	10/16/12	100	\$31,152.50	\$36,650.00
Totals	100	\$31,152.50	\$36,650.00	451.20					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WMC	10/03/12	10/16/12	Action News 5 @ 430a	Comm	430-5a	MTWTF--	:30	3	\$35.00	P 4	0.80	NM	10	\$350.00
				Action News 5 @ 430a											
49															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$35.00		0.80			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$35.00		0.80			
		Week: 10/15/12	10/21/12	MT-----					2	\$35.00		0.80			
N 2	WMC	10/03/12	10/16/12	Early Morning Rotator	Comm	M-F 5-7a	MTWTF--	:30	3	\$150.00	P 5	3.70	NM	10	\$1,500.00
				M-F Morning Rotation		(5:00 AM-7:00 AM)									
50															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$150.00		3.70			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$150.00		3.70			

Contract / Revision **830681** Flight Dates **10/03/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/02/12

Order Sep 00:30:00

Advertiser **Issue Advertising**Product **MS SUPREME COURT DIST** Estimate # **991**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WMC	10/03/12	10/16/12	Early Morning Rotator M-F Morning Rotation	Comm	M-F 5-7a (5:00 AM-7:00 AM)	MTWTF--	:30	3	\$150.00	P 5	3.70	NM	10	\$1,500.00
50															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----					2	\$150.00		3.70			
N 3	WMC	10/03/12	10/16/12	NBC Today Show NBC Today Show	Comm	7-9a	MTWTF--	:30	3	\$250.00	P 4	3.70	NM	10	\$2,500.00
51															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$250.00		3.70			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$250.00		3.70			
		Week: 10/15/12	10/21/12	MT-----					2	\$250.00		3.70			
N 4	WMC	10/03/12	10/16/12	Today Show II Today Show II	Comm	9-10a	MTWTF--	:30	3	\$150.00	P 4	2.50	NM	10	\$1,500.00
52															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$150.00		2.50			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$150.00		2.50			
		Week: 10/15/12	10/21/12	MT-----					2	\$150.00		2.50			
N 5	WMC	10/03/12	10/16/12	DY (M-F) M-F Afternoon Rotation	Comm	M-F 1230-3p (12:30 PM-3:00 PM)	MTWTF--	:30	3	\$125.00	P 5	2.40	NM	10	\$1,250.00
53															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$125.00		2.40			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$125.00		2.40			
		Week: 10/15/12	10/21/12	MT-----					2	\$125.00		2.40			
N 6	WMC	10/03/12	10/16/12	EN (M-F) M-F Early News Rotation	Comm	M-F 5-6p (5:00 PM-6:00 PM)	MTWTF--	:30	3	\$400.00	P 4	6.80	NM	10	\$4,000.00
54															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$400.00		6.80			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$400.00		6.80			
		Week: 10/15/12	10/21/12	MT-----					2	\$400.00		6.80			
N 7	WMC	10/03/12	10/16/12	Action News 5 @ 6p M-F Action News 5 @ 6p	Comm	M-F 6-630p	MTWTF--	:30	3	\$500.00	P 4	7.60	NM	10	\$5,000.00
55															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$500.00		7.60			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$500.00		7.60			
		Week: 10/15/12	10/21/12	MT-----					2	\$500.00		7.60			
N 8	WMC	10/03/12	10/16/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	MTWTF--	:30	3	\$600.00	P 4	7.70	NM	10	\$6,000.00
56															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$600.00		7.70			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$600.00		7.70			
		Week: 10/15/12	10/21/12	MT-----					2	\$600.00		7.70			
N 9	WMC	10/03/12	10/16/12	The Tonight Show The Tonight Show	Comm	1035-1135p	MTWTF--	:30	3	\$175.00	P 4	3.20	NM	10	\$1,750.00
57															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$175.00		3.20			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$175.00		3.20			
		Week: 10/15/12	10/21/12	MT-----					2	\$175.00		3.20			



Contract / Revision **830681** **Flight Dates** **10/03/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/02/12

Order Sep 00:30:00

Advertiser **Issue Advertising**

Product MS SUPREME COURT DIST Estimate # 991

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 10	WMC	10/08/12	10/15/12	Monday Hour 3 Revolution	Comm	MON 9-10p	M-----	:30	1	\$1,200.00	P 3	4.10	NM	2	\$2,400.00
58															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----					1	\$1,200.00		4.10			
	Week:	10/15/12	10/21/12	M-----					1	\$1,200.00		4.10			
N 11	WMC	10/09/12	10/16/12	Tuesday Hour 2 Go On/New Normal	Comm	TUE 8-9p	-T-----	:30	1	\$1,400.00	P 3	6.90	NM	2	\$2,800.00
59															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----					1	\$1,400.00		6.90			
	Week:	10/15/12	10/21/12	-T-----					1	\$1,400.00		6.90			
N 12	WMC	10/03/12	10/10/12	Wednesday Hour 2 Law and Order: SVU	Comm	WED 8-9p	--W----	:30	1	\$1,000.00	P 3	4.40	NM	2	\$2,000.00
60															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----					1	\$1,000.00		4.40			
	Week:	10/08/12	10/14/12	--W----					1	\$1,000.00		4.40			
N 13	WMC	10/07/12	10/14/12	NFL Football NFL Football	Comm	SUN 715-1030p	-----S	:30	1	\$2,400.00	P 4	12.50	NM	2	\$4,800.00
61															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S					1	\$2,400.00		12.50			
	Week:	10/08/12	10/14/12	-----S					1	\$2,400.00		12.50			
N 14	WMC	10/06/12	10/13/12	Wheel of Fortune SAT Wheel of Fortune	Comm	SAT 630-7p	-----S-	:30	1	\$400.00	P 3	5.70	NM	2	\$800.00
62															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-					1	\$400.00		5.70			
	Week:	10/08/12	10/14/12	-----S-					1	\$400.00		5.70			
Totals														100	\$36,650.00



Buy Detail Report

830681

Revision #:

Date: 10/1/2012

Client: MS Supreme Court District 3

Estimate: 991

Send Billing To: Innovative Advertising

Media: TV

Description: MS District 3 Campaign 1 9_29 thru 10

4250 Hwy 22

Product: Political

Flight Start Date: 10/1/2012 05:00 AM

Suite 7

Market: Memphis

Flight End Date: 10/21/2012 04:59 AM

Mandeville, LA 70471

Primary Demo: Adults 35+

Survey: Nov'12 Proj. (Nov'11 HUT, Jul'12 SHR)

Phone: 985.377.7161

Separation between spots: 30

Buyer: Heidi Guerra

Fax: 985.377.7118

Line No	Daypart	STN Gross	Dur	Wks 10/1 10/8 10/15	Total Spots	Adults 35+	Women 35+	Men 35+
WMC-TV								
49	MTuWThF 4:30a-5:00a VARIOUS	\$35.00	30	3 5 2	10	0.8	0.7	1.0
50	MTuWThF 5:00a-7:00a VARIOUS	\$150.00	30	3 5 2	10	\$43.75 3.7	\$50.00 4.0	\$35.00 3.3
51	MTuWThF 7:00a-9:00a TODAY SHW<	\$250.00	30	3 5 2	10	\$40.54 3.7	\$37.50 5.4	\$45.45 1.7
52	MTuWThF 9:00a-10:00a TODAY SHW2-NBC	\$150.00	30	3 5 2	10	\$67.57 2.5	\$46.30 3.8	\$147.06 1.0
53	MTuWThF 12:30p-3:00p VARIOUS	\$125.00	30	3 5 2	10	\$60.00 2.4	\$39.47 3.2	\$150.00 1.4
54	MTuWThF 5:00p-6:00p VARIOUS	\$400.00	30	3 5 2	10	\$52.08 6.8	\$39.06 7.3	\$89.29 6.1
55	MTuWThF 6:00p-6:30p ACTION NWS-6PM<	\$500.00	30	3 5 2	10	\$58.82 7.6	\$54.79 8.7	\$65.57 6.3
56	MTuWThF 6:30p-7:00p WHEEL-FORTNE<	\$600.00	30	3 5 2	10	\$65.79 7.7	\$57.47 9.0	\$79.37 6.1
57	MTuWThF 10:35p-11:35p TONITE SHW-NBC<	\$175.00	30	3 5 2	10	\$77.92 3.2	\$66.67 3.1	\$98.36 3.4
58	M 9:00p-10:00p AVG. ALL WKS	\$1,200.00	30	0 1 1	2	\$54.69 4.1	\$56.45 4.1	\$51.47 4.0
59	Tu 8:00p-9:00p AM-TLNT-TU-NBC	\$1,400.00	30	0 1 1	2	\$292.68 6.9	\$292.68 8.1	\$300.00 5.6
60	W 8:00p-9:00p AVG. ALL WKS	\$1,000.00	30	1 1 0	2	\$202.90 4.4	\$172.84 4.5	\$250.00 4.3
61	Su 7:30p-10:00p AVG. ALL WKS	\$2,400.00	30	1 1 0	2	\$227.27 12.5	\$222.22 11.4	\$232.56 13.9
62	Sa 6:30p-7:00p	\$400.00	30	1 1 0	2	\$192.00 5.7	\$210.53 6.1	\$172.66 5.3

EVOLUTION

GO ON/NEW NORMAL

LAW + ORDER: SVU

NFL FOOTBALL



Buy Detail Report

Revision #:

Date: 10/1/2012

Client: MS Supreme Court District 3

Estimate: 991

Send Billing To: Innovative Advertising

Media: TV

Description: MS District 3 Campaign 1 9_29 thru 10

4250 Hwy 22

Product: Political

Flight Start Date: 10/1/2012 05:00 AM

Suite 7

Market: Memphis

Flight End Date: 10/21/2012 04:59 AM

Mandeville, LA 70471

Primary Demo: Adults 35+

Survey: Nov12 Proj. (Nov11 HUT, Jul12 SHF)

Phone: 985.377.7161

Separation between spots: 30

Buyer: Heidi Guerra

Fax: 985.377.7118

Line No	Daypart	STN Gross	Dur	Wks 10/1 10/8 10/15	Total Spots	Adults 35+	Women 35+	Men 35+
WMC-TV								
WHEEL-FORTNE W								
Total Spots:					30	50	20	
Total GRP/GIMP(M):					137.8	225.6	87.8	
Total CPP/CPM:								
Total Cost:					\$36,650.00			
						100		
						\$70.18	\$65.57	\$75.47
						451.2	\$20.4	369.2
						\$81.23	\$70.43	\$99.27
						100		

Signature: _____

Disclaimer:
Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that innovative can cancel this media campaign at any time. At least 90% of all placed GRPs must be matched. All spots programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



Innovative Advertising, LLC

Summary by Station/System

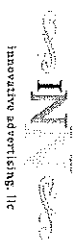
Date: 10/1/2012

Client: MS Supreme Court District 3
Media: TV
Product: Political
Market: Memphis
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 991
Description: MS District 3 Campaign 1 9_29 thru 10
Flight Start Date: 10/1/2012 05:00 AM
Flight End Date: 10/21/2012 04:59 AM
Survey: Nov12 Pol. (Nov11 HUT, Jul12 SHR)
DMA Nielsen Live+7
Buyer: Heidi Guerra

Send Billing To: Innovative Advertising
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Station	Total Spots	STN Gross	PCT	Adults 35+		Women 35+		Men 35+	
				GRP	PCT	GRP	PCT	GRP	PCT
WMC-TV	100	\$36,650.00	100%	\$81.23	451.2 100%	\$70.43	520.4 100%	\$99.27	369.2 100%
Market Total:	100	\$36,650.00		\$81.23	451.2	\$70.43	520.4	\$99.27	369.2



Summary by Station/Month

Date: 10/1/2012

Client: MS Supreme Court District 3
Media: TV
Product: Political
Market: Memphis
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 991
Description: MS District 3 Campaign 1 9_29 thru 10
Flight Start Date: 10/1/2012 05:00 AM
Flight End Date: 10/21/2012 04:59 AM
Survey: NOV12 ProL (Nov11 HUT, Jul12 SHR)
DMA Nielsen Live+7
Buyer: Heidi Guerra

Send Billing To: Innovative Advertising
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Station	Month	Total Spots	STN Gross	PCT
WMC-TV	OCT 12	100	\$36,650.00	100%
Market Total:	OCT 12	100	\$36,650.00	100%
		100	\$36,650.00	

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WMC-TV	Date: 10/1/12
--	-------------------------

I, HEIDI GUERRA

do hereby request station time concerning the following issue:

IMPROVE MISSISSIPPI POLITICAL ACTION COMMITTEE
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE	ATTACHED				

Total Charges: \$ 36,650 Gross

This broadcast time will be used by: IMPACT

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

IMPROVE MISSISSIPPI POLITICAL ACTION COMMITTEE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/1/12	HEIDI GUERRA	985.377.7161
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title



Political Inquiry Form

To: Station Political File
cc: Station Political Specialist
TeleRep Political File
TeleRep Office File

Date: 10/1/12

Account Executive: _____ Office: _____
Name of Candidate/ IMPROVING MISSISSIPPI POLITICAL ACTION COMMITTEE (IMPACT)
Issue: _____
Political Affiliation: REPUBLICAN
Election Date: 11/6/12 Type of Election: General
City, Station Municipality: WMC-TV 1960 Union Ave Memphis, Tennessee 38104
Office Sought: _____
Issue Topic: _____

Inquiry Made By: HEIDI GUERRA
Agency / Organization: INNOVATIVE ADVERTISING, LLC
Address: 4250 HIGHWAY 22, SUITE 7
MANDEVILLE, LA 70471
Telephone: 985.377.7161 Fax: 985.377.7118

Sponsoring Group / Committee: _____
Address: _____
Telephone: _____ Fax: _____

Committee Members...Chairperson: _____
Treasurer: VAN WHITE Other: _____
Commercial Length: :30 ** :60 Other: _____

Programs / Dayparts Requested:
All

Station Offer: _____

Station Political Disclosure Statement:
Submitted to: JESSICA PARSONS Date: 10/1/12
Received by: _____



2012 POLITICAL GUIDELINES

WMC-TV Acknowledgement of disclosure to candidate

IMPROVING MS POLITICAL ACTION COMMITTEE

Printed Name of Candidate

Printed Title of Office Candidate is seeking

E-MAIL

How disclosure made available to Candidate
(fax, mail, in person, e-mail, etc.)

AGENCY: 985.377.7161

Phone Number of Candidate

AGENCY: 985.377.7118

Fax Number of Candidate

*WMC-TV adheres to all political rules and regulations
as dictated by the Federal Communications Commission
and the Federal Election Commission.*

DON FIEBER
WMC-TV CHANNEL 5
1960 UNION AVENUE
MEMPHIS, TN 38104
TELEPHONE: 901.726.0470
TELEFACSIMILE: 901.276.6854

Parsons, Jessica

From: Heidi Guerra [heidi@peoplewhothink.com]
Sent: Monday, October 01, 2012 7:46 AM
To: Parsons, Jessica
Cc: Laurie Mayeux
Subject: WMC Memphis Political Order
Attachments: WMC Buy Report Memphis 10_3 thru 10_16.pdf

Importance: High

Hey Jessica,

This order will cover us starting Wednesday thru 10/16. Please confirm receipt.

We will either wire you or fedex the money. Please send us wire information and spot upload information asap so we can get the spot to you as well.

Please let me know if you have any questions. Laurie will send the PB form to you as well!

Traffic: Run 100%
ISCI: MSSC3Water "Water"

Thanks!
Heidi
Heidi T. Guerra
Director of Media Strategy

Innovative Advertising
4250 Hwy. 22, Ste. #7
Mandeville, LA 70471
P. 985.377.7161
C. 985.789.0326
F. 985.377.7118
peoplewhothink.com
[@heidimediaguru](mailto:heidimediaguru)

**

2011 National Addy Award Winner
2011 Best of Show & People's Choice Addy Winner

**